

6th Ward Block Party Celebration for 2023
Monday, September 12, 2022, 10a.m.
Lauer's Park Elementary
Talking Points Summary

Persons in attendance: Guadalupe Flores – Berks Community Health Center
 Stacy Perlak – Opportunity House
 O. Chris Miller – District 6 Councilman
 Debra George
 Abigail Moore – The Performance Group
 Emily Thiel – GoggleWorks
 Kelsey Mosser – Planned Parenthood
 Bea Rivera – City of Reading, Council Staff
 Yonette Webster – resident
 Luisa Gomez – Fritura Kings
 Carlos DeJesus – CICOP
 Jasmin Sanchez-Lopez – Lauer's Park Principal
 Johnathan Rodriguez – Planned Parenthood Keystone
 Yaneri Diaz – Moravia Health

Meeting Hosts: Guillelyn Medina – resident – Facilitator to 2022 Event
 Johanny Cepeda-Freytiz – Reading Council, President

INTRODUCTION

Ms. Medina thanked everyone for their attendance and stated the meeting would not take too much time as she understands all those present have busy schedules. She introduced Ms. Cepeda-Freytiz and asked her to say a few words regarding the purpose of the meeting.

Ms. Cepeda-Freytiz introduced herself and also thanked everyone for their presence. She stated that when the initial "6th Ward Block Party" was planned, she had been the District 6 Councilperson which now has a new Councilperson, O. Chris Miller. She stated that she has since been appointed to serve as Council President for the City of Reading.

Ms. Cepeda-Freytiz stated that Ms. Medina has been the driving force behind this event and, with the help of others, made it possible to have a stop sign installed and 2nd and Buttonwood Streets. This feat was the initial cause for having a Block Party Celebration this past summer.

At this time, Ms. Cepeda-Freytiz turned it over to Ms. Medina who explained what the vision would be for 2023's Celebration Event.

DISCUSSION

There was discussion regarding the 2022 Block Party that had occurred over the summer and what made it a success and what could have been improved.

The date has been confirmed for 2023 as Saturday, September 9, 12-7p.m. It is anticipated that this become a yearly event.

There was conversation regarding vendors and the need to allow these vendors to benefit from the event by selling their products. In the 2022 event there had been vendors selling their products and some that were giving their food free of charge. It was agreed by the majority of the group that this aspect should either be one or the other and not both.

A conversation was brought up regarding the seeking of individuals who would volunteer their time to assist in setting up and taking down for the event. It was suggested to provide free food by the vendors to those volunteers as a reward for their time and efforts.

There was discussion regarding the "blueprint" of the event and what sorts of activities would be included. All agreed that vendors, wacky water activities, free water station provided by RAWA, etc. would be included as in the previous event. There were many ideas discussed regarding adding entertainment portions to the event. With the addition of varied entertainment, came the topic of how to market this event so as to bring in more of the community.

At this point in the meeting, it was agreed that in order to successfully move this event forward, the need for committees would be essential. The following are the committees the group determined would be beneficial to implement in the planning of this event:

1. Outreach Committee
2. Volunteers Committee
3. Food Vendors Committee
4. Entertainment Committee
5. Marketing Committee

Discussed was the need to bring in more community resources such as the local fire department and all the small businesses in the area. The topic of donations also came up and who would be good resources to tap into for donations toward the event. Through the course of this conversation, the issue of acquiring funds to facilitate this event was brought to the forefront and discussed at length.

CONCLUSION

It was agreed upon by the group that the meeting host will be in contact with all individuals present to follow through with identifying who will serve on which committee to begin meeting and establishing a plan of action. The group has also agreed that each committee, once established, begin meeting more frequently (i.e. once a month) and the entire group meeting every three months to go over what has been accomplished and what will still be required to achieve.

Several individuals in the meeting arranged to share notes with others who made the request.

Meeting was adjourned at approximately 11:20am.

Respectfully submitted by
Bea Rivera
Legislative Aide and
City Council Staff